LEO BURNETT COMPANY, *Inc.*
Ad No. 220—Req. No. 56877—1 page—7 x 10 in.—Trade Ad, April, 1956 (A)

Why 5...

then 10...

now 12?

(Don't you get it?
—Count the fingers.)

Marlboro now shipping in cases of twelve thousand due to big turnover on this fast-growing filter brand. Here are the advantages over the former case sizes of 5 and 10 thousand cigarettes . . .

1. Less handling.
2. Less storage space.
3. No wasted rack space—20% more cigarettes in the rack.
4. More cigarettes with the same number of units.

This is the latest of the many Marlboro improvements and another good example of why it's the most talked about cigarette in years.

Marlboro

THE FILTER CIGARETTE IN THE FLIP-TOP BOX

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